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School of Business Administration Marketing

- <u>Mktg 101: New Trends & Opportunities in Marketing</u>
- <u>Mktg 102: Creating & Marketing Your Personal Brand</u>
- <u>Mktg 103: Influencer Marketing in Social Media</u>
- Mktg 104: The Dark Side of the Global Supply Chain
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- Mktg 353: Advertising and Promotion
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- Mktg 356: Legal, Social & Ethical Issues in Mktg
- <u>Mktg 357: Developing Products Customers Want</u>
- <u>Mktg 358: Services Marketing</u>
- <u>Mktg 361: Introduction to Retailing</u>
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- Mktg 368: Marketing for Social Good

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- <u>Mktg 370: Social and Digital Media Strategy</u>
- <u>Mktg 371: Social and Digital Media Metrics</u>
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- Mktg 381: Building Strong Brands
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- <u>Mktg 451: Marketing Policy and Strategy</u>
- Mktg 452: Global Marketing & Supply Chain
- Mktg 458: Sales Management
- <u>Mktg 462: Distribution and Logistics Management</u>
- <u>Mktg 465: Advanced Campaign Planning</u>
- <u>Mktg 475: Analytical Tools for Supply Chain Mgmt.</u>
- Mktg 477: Oper. & Supply Chain Planning/Control
- Mktg 488: Retail Strategy
- <u>Mktg 494: Pharmaceutical Economics</u>
- <u>Mktg 495: Techniques of Pharmaceutical Sales</u>
- <u>Mktg 496: Digital Marketing Analytics</u>
- Mktg 525: Marketing Research
- <u>Mktg 620: Advanced Directed Study</u>
- <u>Mktg 660: Applied Multivariate Statistics</u>
- <u>Mktg 661: Research Seminar: Methodology I</u>
- <u>Mktg 664: Methodology II-Measurement & Scaling</u>
- Mktg 665: Causal Modeling in Marketing
- <u>Mktg 666: Advanced Marketing Research Methods</u>
- <u>Mktg 668: Advanced Marketing Readings I</u>
- <u>Mktg 671: Preparing Research Proposals</u>
- <u>Mktg 672: Buyer Behavior and E-Commerce Strategies</u>
- Mktg 695: Special Topics in Marketing
- Mktg 697: Thesis
- <u>Mktg 760: Applied Quantitative Analysis</u>
- <u>Mktg 762: Marketing Management</u>
- <u>Mktg 764: Seminar in Marketing/Business Ethics</u>
- <u>Mktg 766: Advanced Studies in Consumer Behavior</u>
- <u>Mktg 768: Marketing Communication Thought</u>
- <u>Mktg 769: Theoretical Foundations of Marketing</u>

Management Information Systems

<u>Mktg 770: Production and Operations Management</u>

Marketing

- <u>Mktg 771: Experimental Design & Analysis</u>
- <u>Mktg 772: Qualitative Research Methods</u>
- <u>Mktg 797: Dissertation</u>

